 Markus Frind

**Interesting Information**: frind didn’t have to advertise that much to make his business well known. His business grew primarily from word of mouth advertising.

**Business Description**: Plentyoffish.com is a dating service website. Users first make an account on the website with their information and hobbies listed. Then the website streams through their database to find compatible matches for the different users. Their goal is to create successful couples.

**What are they Doing Now?**: Frind still runs the site, he had been running it independently up until 2007 when he hired more employees for his business.

**Type of Business:** Plentyoffish.com is a service business, as it provides dating services to people.

**Website Link:** [**Plentyoffish.com**](http://www.plentyoffish.com)

**How They Got Started:** Frind graduated in 1999 from the British Columbia Institute of Technology. He got his degree in Computer Systems Technology. After college he worked many jobs fixing computer systems for different companies. Frind then had to learn the ASP.NET software for his job, which led him to starting the dating site plentyoffish.com